

About This Scorecard

A scorecard is an agreed upon group of metrics intended to help make informed product decisions and iterations. This scorecard was developed based on SUS (System Usability Scale) which is a normed instrument that measures Usefulness and Usability and TAM (Technical Acceptance Model), normed to measure if users will purchase and use a product. Additional success metrics you may want to use to evaluate your apps may include number of installs, overall user rating in reviews, analytics you track, quantitative or qualitative testing performed.

		Scale	Score	Score
Marketing	Measure that apps comply with Atlassian Design and Brand Guidelines to assess competitiveness in the marketplace.			
1	The app listing is easy to find using appropriate keywords on Marketplace. Search for the app three different times. <ul style="list-style-type: none"> • First, search on product name. • Search again using general terms that describe the app. (ie workflow, diagrams). 	1-5		
2	Does the listing have rich media? Some vendors repeat an image to fill the 3 thumbnails. Some images are too detailed or poor quality. 5 rating = hero video and 3+ unique, quality images <ul style="list-style-type: none"> • 4 rating = hero image and 3+ unique, quality images • 3 rating = 3+ unique, quality images • 2 rating = 1 or 2 unique, quality images • 1 rating = no images (all text) 	1-5		
3	Does the listing clearly articulate its core use cases using natural language for the target audience? <ul style="list-style-type: none"> • 4/5 rating - I understand what the app does very quickly, without reading whole listing (If a name brand is mentioned, I didn't have to look it up because enough context was provided). • 3/4 rating - I understand what the app does without reading the whole listing. (If a name brand is mentioned, I didn't have to look it up because enough context was provided). • 2/3 rating - I think I understand what the app does, but I had to read most of the listing and look at images. (If a name brand is mentioned, I had to look it up to understand) • 1 rating - I read everything and I don't understand what the app does. 	1-5		
4	The Brand Guidelines are followed (App Icon, App product name, Messaging, Look and Feel, domain) <ul style="list-style-type: none"> • 5 rating = complies on all 5 criteria • 4 rating = complies on 4 criteria • 3 rating = complies on 3 criteria • 2 rating = complies on 2 criteria • 1 rating = complies on 1 criterion 	1-5		
5	The app vendor provides high quality support offering. Criteria: support hours, contact info (email or phone), ticketing system link (+ for JSD), status page, documentation, support portal, community presence. <ul style="list-style-type: none"> • 5 rating = 5+ criteria • 4 rating = 4 criteria • 3 rating = 3 criteria • 2 rating = 2 criteria • 1 rating = 1 criteria 	1-5		
6	The app has reviews and the vendor is actively responding to them. <ul style="list-style-type: none"> • 4/5 rating - Lots of reviews (20-50) / +1 if responding • 3/4 rating - Some reviews (6-20) / +1 if responding • 2/3 rating - few reviews (2-5) / +1 if responding • 1 rating - no reviews 	1-5		
7	The vendor has a quality marketing site. (1 - doesn't look professional or trustworthy, 5 - looks professional, trustworthy and quality content)	1-5		
Usability		Scale	Score	Score
Success rate	The success rate tells us the number of people that successfully completed a task that we give to them. This is a primary usability metric. If users can not achieve their goals then nothing else matters.			

		Scale	Score	Score
Instructions	Install the app from the app listing on https://marketplace.atlassian.com/ Then answer the questions below. Rank the following questions: 1 Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, 5 Strongly Agree or n/a			
1	I could successfully install the app.	1-5		
2	The instructional text in the app was easy to understand and follow.	1-5		
3	Once installed, I could find and use the app.	1-5		
4	The app does what its listing describes.			
5	The app is in a logical location for what it does.			
6	The app provides appropriate error text.			
7	I knew where to look for help when I got confused.			
8	The app looks and works like Atlassian products.			
9	<i>I was able to complete the top tasks of the app. (List tasks below and rate each task.)</i>			
	<i>Task 1</i>			
	<i>Task 2</i>			
	<i>Task 3</i>			
Perception Metrics				
Perception	By measuring the gap between a person's expectations and his or her perception of whether those expectations have been met can help us understand where we fall down in the experience i.e. if we fail to meet a person's expectations we need to understand why.			
Instructions	Rank the following questions: 1 - Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree, 5 Strongly Agree or n/a			
1	I found the app easy to use.	1-5		
2	The app performance was not noticeable and didn't distract from the experience.	1-5		
3	I found this app extremely simple to learn and use.	1-5		
4	I felt very confident using this app.	1-5		
5	I probably won't need assistance (docs or support) to get started with this app.	1-5		
6	This app was extremely consistent in its user experience - elements, language, interactions, etc	1-5		
7	I found the various functions in this app well integrated.	1-5		
8	I didn't need to learn a lot of things before I could get started with this app.	1-5		
9	It would be easy for a user to become skillful at using this app.	1-5		
10	Using this app would increase a user's productivity.	1-5		
11	Using this app would make it easier for a user to do a job.	1-5		
12	This app's features are clear and understandable.	1-5		